



Gruppo Venco

Gruppo Venco
Turin, Italy
www.gruppovenco.it

Industry:

High Technology

Annual Revenue:

US\$40 million

Employees:

150

Oracle Products & Services:

Oracle CRM On Demand

“Oracle CRM On Demand allowed Gruppo Venco to immediately benefit from advanced CRM functions at a very low cost without the need to invest in hardware resources.” – Pierpaolo Anselmetti, Managing Director, Vencotel S.r.L., Gruppo Venco

Gruppo Venco Revolutionizes CRM Program with Customer Centric Solution

Gruppo Venco is an ICT company established in Turin in 1963. Group members include Venco Computer, a system integrator also concerned with development of applications; Molteco, a copying and printing firm; Vencotel, specialists in fixed telephony, VoIP, vocal synthesis applications, and voice/data integration; Abacom, the group's Canon Solution Center; and Micrograf, an image and communications organization.

Challenges

- Adopt a customer relationship management (CRM) solution that consolidates all customer information in a single dependable, constantly up-to-date source
- Rationalize and integrate data in all the Group's systems, including 13,000 VAT (local tax) codes in the company's enterprise resource planning system
- Prevent duplication and gaps in the data
- Increase sales to active customers through cross-selling and up-selling
- Reach new customers and improve service quality

Solution

- Optimized sales processes with Oracle CRM On Demand
- Facilitated identification of cross-selling opportunities by giving all Group marketing departments access to data on all affiliates' customers
- Improved up-selling planning by offering sales staff a complete overview of sales
- Used Oracle CRM On Demand to accelerate sales on leads generated by telemarketing or specific campaigns by forwarding positive responses directly to sales staff
- Measured the efficacy and progress of sales processes
- Handled due dates and contracts more efficiently
- Optimized purchasing dynamics, and reduced stock costs
- Reduced risk of stock obsolescence, a very high risk in information technology